

## ORDER



**Orders**  
**Order / Rev:** 196060  
**Alt Order #:** 06838473  
**Product Desc:** 8/4-8/17 BARACK OBAMA  
**Estimate:** 1549  
**Flight Dates:** 08/04/12 - 08/17/12  
**Original Date / Rev:** 08/03/12 / 08/03/12  
**Order Type:** REG

**WVBT**  
**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Greer Margolis & Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Obama For America (D)  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN13209  
**Agency External ID:** IN117/SP159/AL1336

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/17/12	29	\$12,100.00	\$10,285.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	29	\$12,100.00	\$10,285.00	0.00
<b>Totals</b>	<b>29</b>	<b>\$12,100.00</b>	<b>\$10,285.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	13%	\$12,100.00
Market	100%	\$93,076.92

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	28%	\$26,061.54
WGNT	3%	\$2,792.31
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	33%	\$30,715.38
WTVZ	5%	\$4,653.85
WVEC	18%	\$16,753.85

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/06/12	08/17/12	M-F 4-5p Steve Wilkos	CM	4-5p	MTWTF--	:30	5	\$200.00	P1	0.00	NM	10	\$2,000.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--			5			\$200.00		0.00			
Week:		08/13/12	08/19/12	MTWTF--			5			\$200.00		0.00			
E 2	WVBT	08/06/12	08/17/12		CM	5-6p	MTWTF--	:30	5	\$250.00	P1	0.00	NM	10	\$2,500.00

Advertiser:	POL/Obama For America (D)
Product Desc:	8/4-8/17 BARACK OBAMA
Estimate:	1549

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6p Maury											
				MAURY POVICH R											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	MTWTF--		5		\$250.00		0.00					
Week:		08/13/12	08/19/12	MTWTF--		5		\$250.00		0.00					
E 3	WVBT	08/06/12	08/06/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				HELL'S KITCHEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	M-----		1		\$2,500.00		0.00					
E 4	WVBT	08/15/12	08/15/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
				SO YOU THINK YOU CAN DANCE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--W----		1		\$2,000.00		0.00					
E 5	WVBT	08/13/12	08/13/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				HOTEL HELL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	M-----		1		\$2,500.00		0.00					
E 6	WVBT	08/06/12	08/10/12	WAVY News @ Noon WAVY News @ Noon	CM	12-1p	MTWTF--	:30	3	\$100.00	P1	0.00	NM	3	\$300.00
				AMERICA'S COURT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/06/12	08/12/12	MTWTF--		3		\$100.00		0.00					
E 7	WVBT	08/13/12	08/17/12	M-F 1-2p Judge Gunn	CM	1-2p	MTWTF--	:30	3	\$100.00	P1	0.00	NM	3	\$300.00
				JUDGE GUNN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	MTWTF--		3		\$100.00		0.00					
													Totals	29	\$12,100.00